

**General Certificate of Secondary Education**

**A265**

**Business and Communication Systems**

Unit A265: Businesses and their communication systems

**Specimen Paper**

Time: 1 hour 30 minutes

Candidates answer on the question paper.

**Additional materials: None**

Candidate  
Forename

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Candidate  
Surname

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Centre  
Number

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Candidate  
Number

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**INSTRUCTIONS TO CANDIDATES**

- Write your name in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use black ink. Pencil may be used for graphs and diagrams only.
- Read each answer carefully and make sure you know what you have to do before starting your answer.
- Answer **all** the questions.
- Do not write in the bar codes.
- Do not write outside the box bordering each page.
- Write your answer to each question in the space provided.

**INFORMATION FOR CANDIDATES**

- The number of marks for each question is given in brackets [ ] at the end of each question or part question.
- Your Quality of Written Communication is assessed in questions marked with an asterisk (\*).
- The total number of marks for this paper is 90.

**FOR EXAMINER'S USE**

1	
2	
3	
4	
5	
6	
TOTAL	

This document consists of **14** printed pages and **2** blank pages.

**[Turn over**

Answer **all** questions.

Ascobury Stores Limited owns a number of supermarkets in the UK. You work as an administrative assistant in its head office in Coventry.

- 1** All staff who regularly use the Ascobury Stores Limited head office computer network are given a username and password.

**(a)** State **one** reason why staff are given a username.

.....  
 ..... [1]

**(b)** Apart from usernames and passwords, state **two** other methods which could be used to restrict access to the head office computer network.

Method 1:.....

.....

Method 2:.....

..... [2]

**(c)** Staff are required to change their password every two weeks.

Explain why it is important to change a password frequently.

.....  
 .....  
 .....  
 .....  
 .....  
 .....  
 .....  
 .....  
 ..... [3]

- (d)** John Smith, a head office administrative assistant, writes down his username and password in his diary.

Is it a good idea to store information in this way? Give reasons for your answer.

[4]

- (e) Some head office staff are required to spend a considerable amount of time working away from the office. These staff are issued with a laptop computer and a smartphone.

- (i) Apart from telephone capability, state **two** other features of a smartphone which makes it suitable for staff to use when working away from the head office.

Feature 1: .....

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Feature 2: .....

..... [2]

- (ii) Explain why an employer such as Ascobury Stores Limited might issue laptop computers to staff who work away from the head office.

..... [3]

**[Total: 15]**

2 All computers on the head office network are equipped with hardware and software.

- (a) State **one** output device used to view the contents of a computer document while it is being edited.

.....  
 ..... [1]

- (b) Simon Jones, an administrative assistant, is unable to use his hands to enter text using a keyboard.

State **one** item of hardware or software which Simon could use to input text into a document.

.....  
 ..... [1]

- (c) Staff who work away from the head office are given a USB memory device such as the one below.



- (i) Explain **one** reason why a business such as Ascobury Stores Limited might provide staff with a USB memory device.

.....  
 .....  
 .....  
 .....  
 .....  
 .....  
 ..... [3]

- (ii) State **two** possible drawbacks to a business such as Ascobury Stores Limited of providing staff with a USB memory device.

Drawback 1: .....

.....

Drawback 2: .....

..... [2]

- (iii) State **two** other types of data storage device which Ascobury Stores Limited could provide to staff.

Storage device 1: .....

.....

Storage device 2: .....

..... [2]

- (d)** The head office network manager would like to install software to restrict the risk of damage to the head office network as a result of Internet activity.

Match the following software to the threat it is designed to counteract, by writing the name of the appropriate software in the correct box.

## Anti-spyware software

## Anti-spam software

## Anti-adware software

	Type of threat	Appropriate software
i	Unwanted advertisements which suddenly appear on the user's screen	
ii	Unwanted software which secretly monitors a user's computer activity	

[2]

- (e) Every Friday the head office network manager makes a back-up copy of the data on the head office network. The unencrypted data is then uploaded to a remote storage location on the Internet.

How useful is this method of backing up the head office computer data? Give reasons for your answer.

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..... [4]

**[Total: 15]**

- 3 (a) Part of a memorandum to be sent to staff who work at the head office of Ascobury Stores Limited is shown below.

The text of the memorandum contains four errors. One error has already been circled. Circle the **three** remaining errors in the memorandum.

This is to inform you that from next month we will be using a new version of our currant database softwear. We will be giving traning on this new software and will contact you next week to find a conveyent time for this. Please liaise with Sheena Morgan if you have any queries.

[3]

- (b) (i) Ascobury Stores Limited only keeps electronic copies of letters sent.

Explain **two** benefits to Ascobury Stores Limited of only keeping electronic copies of documents.

Benefit 1: .....

.....

.....

.....

.....

Benefit 2: .....

.....

.....

.....

.....

[4]

- (b) (ii) Explain **one** drawback to **Ascobury Stores Limited** of only keeping electronic copies of documents.

.....

.....

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.....

.....

[2]

- (c) Ascobury Stores Limited has a policy that all letters are checked for errors before they are sent.

Assess the usefulness of this policy to a business such as Ascobury Stores Limited.

[6]

**[Total: 15]**

4 Ascobury Stores Limited is required to comply with the following acts:

- Disability Discrimination Act
- Sale of Goods Act
- Employment Act
- Health and Safety at Work Act

(a) For each of the following requirements, state which act is being applied. Write your answers in the table.

Requirement	Act
Products sold must be as described on their packaging	
An accident book must be kept	
Disabled employees must be provided with adapted work facilities	

[3]

(b) An Ascobury Stores Limited manager wants to collect personal information from customers. This activity is covered by the Data Protection Act.

Tick the **two** statements below which are correct requirements if the supermarket is to operate within the terms of the Data Protection Act.

Statement	Tick if correct
Each customer must agree to have data collected	
The supermarket has the right to sell the data to anyone outside the European Union	
The data must be kept up to date	
Once collected, the data must be stored for a minimum of five years	
It is the responsibility of the customer to make sure the data is accurate	

[2]

(c) Ascobury Stores Limited would like to obtain information from a local council to help understand why it has refused permission for the business to build a new supermarket.

Name the law which entitles Ascobury Stores Limited to ask for this information.

.....Act

[1]



**(d)** Explain how the Computer Misuse Act helps to protect **customer** data.

[3]

(e)\* Assess the impact on business organisations such as Ascobury Stores Limited of complying with health and safety legislation.

..... [6]

**[Total: 15]**

- 5 (a) Study the newspaper article below and answer the questions which follow.

### Supermarket to sponsor local football team

Ascobury Stores Limited is opening a new supermarket in the town of Abbeyton. It is also going to sponsor the town's football team. The deal is expected to cost the supermarket around £15,000 a year. As part of the sponsorship deal the facilities at the team's football ground will be improved and the ground will be renamed the Ascobury Stadium.

- (i) Explain **one** benefit to the **local community** of this sponsorship deal.

.....

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.....

.....

..... [2]

- (ii) Explain **one** benefit to **Ascobury Stores Limited** of this sponsorship deal.

.....

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.....

.....

..... [2]

- (iii) Explain **one** drawback to **supermarket customers** of this sponsorship deal.

.....

.....

.....

..... [2]

- (b) Study the newspaper article below and answer the questions which follow.

### Supermarket in new drive to eliminate waste

Ascobury Stores Limited announced yesterday a list of new actions it will take in an attempt to reduce its impact on the environment. A spokesperson said that the measures will reduce the amount of Ascobury Stores Limited's waste by over 20%.

- (i) State **three** actions which **Ascobury Stores Limited** could take to reduce the amount of waste it creates.

Action 1: .....

.....

Action 2: .....

.....

Action 3: .....

..... [3]

- (ii) Assess the impact on a business such as Ascobury Stores Limited of taking action to reduce its impact on the environment.

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..... [6]

[Total: 15]

- 6** Ascobury Stores Limited works hard to have good relationships with its customers and be more competitive than other supermarket chains.
- (a)** Study the following data and answer the questions which follow.

Year	Ascobury Stores Limited: % share of the grocery market
2003	8%
2004	10%
2005	11%
2006	13%
2007	17%
2008	25%

- (i) Is Ascobury Stores Limited becoming more or less competitive? Explain your answer.

[3]

- (ii) State **three** actions a business such as a supermarket can take to be more competitive than its rivals.

Action 1: .....

.....

Action 2: .....

.....

Action 3: .....

..... **[3]**

- (b)** Ascobury Stores Limited would like to find out about the quality of its customer service.

State **three** methods which Ascobury Stores Limited can use to obtain this information.

Method 1:.....

.....

Method 2:.....

.....

Method 3:.....

..... **[3]**

- (c) Analyse **two** benefits to **Ascobury Stores Limited** of having good customer relations.

Benefit 1:.....

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Benefit 2:.....

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..... [6]

[Total: 15]

[Paper Total: 90]

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**BUSINESS AND COMMUNICATION  
SYSTEMS**

**A265**

Unit A265: Businesses and their communication systems

**Specimen Mark Scheme**

The maximum mark for this paper is 90.

SPECIMEN

Question Number	Answer	Max Mark
1(a)	<p><b>All staff who regularly use the Ascobury Stores Limited head office computer network are given a username and password.</b>  <b>State <u>one</u> reason why staff are given a username.</b></p> <p>Possible reasons:</p> <ul style="list-style-type: none"> <li>• To restrict access</li> <li>• To identify users</li> </ul> <p>1 mark for a valid reason.</p>	[1]
1(b)	<p><b>Apart from usernames and passwords, state two other methods which could be used to restrict access to the head office computer network.</b></p> <p>Possible methods:</p> <ul style="list-style-type: none"> <li>• Locked doors</li> <li>• Access rights</li> <li>• Firewalls</li> </ul> <p>1 mark for each of two valid methods.</p>	[2]
1(c)	<p><b>Staff are required to change their password every two weeks. Explain why it is important to change a password frequently.</b></p> <p>Possible reasons:</p> <ul style="list-style-type: none"> <li>• In case the password is discovered...</li> <li>• ...unauthorised users will only have access for a limited period of time...</li> <li>• Helping to reduce unauthorised access to the network</li> </ul> <p>1 mark for a valid reason plus up to two marks for development</p>	[3]
1(d)	<p><b>John Smith, a head office administrative assistant, writes down his username and password in his diary.</b>  <b>Is it a good idea to store information in this way? Give reasons for your answer.</b></p> <p>Possible benefits:</p> <ul style="list-style-type: none"> <li>• No need to remember the information</li> <li>• Can look up information if forgotten</li> </ul> <p>Possible drawbacks:</p> <ul style="list-style-type: none"> <li>• Could be read by unauthorised people</li> <li>• Could be used to gain unauthorised access</li> </ul> <p>Possible improvements:</p> <ul style="list-style-type: none"> <li>• Memorise it</li> <li>• Write it down in such a way as to make it meaningless to other readers</li> </ul> <p>0 marks – no response or no response worthy of credit.  Level 1 (1-2 marks):  Benefits or drawbacks identified and/or limited description/application.</p>	

Question Number	Answer	Max Mark
1(e)	<p>Level 2 (3-4 marks):</p> <p>Analysis/evaluation: Benefits or drawbacks are analysed and/or suggestions for improvement are made.</p> <p><b>Some head office staff are required to spend a considerable amount of time working away from the office. These staff are issued with a laptop computer and a smartphone.</b></p>	[4]
(i)	<p><b>Apart from telephone capability, state two other features of a smartphone which makes it suitable for staff to use when working away from the head office.</b></p> <p>Features include:</p> <ul style="list-style-type: none"> <li>• Diary</li> <li>• Word processing facilities</li> <li>• Handwriting recognition/tablet input</li> <li>• Internet/email access</li> </ul> <p>Do not reward non work-related functions, e.g. games/camera/music player</p> <p>1 mark for each of two relevant functions.</p>	[2]
1(e)(ii)	<p><b>Explain why an employer such as Ascobury Stores Limited might issue laptop computers to staff who work away from the head office.</b></p> <p>Possible reasons include:</p> <ul style="list-style-type: none"> <li>• To carry out work related tasks e.g. word processing costing etc.</li> <li>• To improve efficiency/productivity</li> <li>• To be able to work from home</li> </ul> <p>1 mark for a valid reason plus up to 2 marks for development/explanation.</p>	[3]
2	<p><b>All computers on the head office network are equipped with hardware and software.</b></p>	
(a)	<p><b>State one output device used to view the contents of a computer document while it is being edited.</b></p> <p>Monitor/VDU</p> <p>DNA printer</p> <p>1 mark for a valid output device.</p>	[1]

Question Number	Answer	Max Mark
2(b)	<p><b>Simon Jones, an administrative assistant, is unable to use his hands to enter text using a keyboard.</b></p> <p><b>State <u>one</u> item of hardware or software which Simon could use to input text into a document.</b></p> <p>Possible input methods include:</p> <ul style="list-style-type: none"> <li>• Voice recognition system</li> <li>• Head/mouthstick keyboard</li> </ul> <p>1 mark for a valid input method.</p>	[1]
2(c) (i)	<p><b>Staff who work away from the head office are given a USB memory device such as the one below.</b></p> <p><b>Explain <u>one</u> reason why a business such as Ascobury Stores Limited might provide staff with a USB memory device.</b></p> <p>Possible reasons include:</p> <ul style="list-style-type: none"> <li>• Data transfer</li> <li>• To facilitate remote working</li> <li>• To take programs home</li> <li>• Fringe benefit</li> </ul> <p>1 mark for a valid reason plus up to two marks for development/explanantion.</p>	[3]
2(c)(ii)	<p><b>State <u>two</u> possible drawbacks to a business such as Ascobury Stores Limited of providing staff with a USB memory device.</b></p> <p>Possible drawbacks include:</p> <ul style="list-style-type: none"> <li>• Loss of data</li> <li>• Corruption of data</li> <li>• Virus transmission</li> </ul> <p>1 mark for each of two valid drawbacks.</p>	[2]
2(c)(iii)	<p><b>State <u>two</u> other types of data storage device which Ascobury Stores Limited could provide to staff.</b></p> <p>Possible storage devices:</p> <ul style="list-style-type: none"> <li>• CD/R/RW</li> <li>• Flash drive</li> <li>• External hard drive</li> </ul> <p>1 mark for each of two correct storage devices</p>	[2]

Question Number	Answer	Max Mark
2(d)	<p>The head office network manager would like to install software to restrict the risk of damage to the head office network as a result of Internet activity.</p> <p>Match the following software to the threat it is designed to counteract, by writing the name of the appropriate software in the correct box.</p> <p>i. Anti-adware ii. Anti-spyware</p> <p>1 mark for each correct answer</p>	[2]
2(e)	<p>Every Friday the head office network manager makes a back-up copy of the data on the head office network. The unencrypted data is then uploaded to a remote storage location on the Internet.</p> <p>How useful is this method of backing up the head office computer data? Give reasons for your answer.</p> <p>Possible benefits:</p> <ul style="list-style-type: none"> <li>• Remote storage</li> <li>• Regular weekly back-up</li> </ul> <p>Possible drawbacks:</p> <ul style="list-style-type: none"> <li>• Back-up only once a week</li> <li>• Data may be 'captured' whilst being transferred across the internet</li> <li>• Reliance on the security systems of the remote host</li> </ul> <p>Possible improvements:</p> <ul style="list-style-type: none"> <li>• Data encryption</li> <li>• Use a local hard storage media</li> </ul> <p>0 marks – no response or no response worthy of credit.</p> <p>Level 1 (1-2 marks): Benefits or drawbacks identified and/or limited description/application.</p> <p>Level 2 (3-4 marks): Analysis/evaluation: Benefits and drawbacks are analysed and/or suggestions for improvement are made.</p>	[4]

Question Number	Answer	Max Mark
3(a)	<p><b>Part of a memorandum to be sent to staff who work at the head office of Ascobury Stores Limited is shown below.</b></p> <p><b>The text of the memorandum contains four errors. One error has already been circled. Circle the three remaining errors in the memorandum.</b></p> <div data-bbox="400 468 1190 943" style="border: 1px solid black; padding: 10px; margin: 10px 0;"> <p>This is to inform you that from next month we will be using a new version of our currant database softwear. We will be giving traning on this new software and will contact you next week to find a conveyent time for this. Please liaise with Sheena Morgan if you have any queries.</p> </div> <p>Errors are:</p> <ul style="list-style-type: none"> <li>• softwear instead of software</li> <li>• conveyent instead of convenient</li> <li>• currant instead of current</li> </ul> <p>1 mark for each of three correctly circled items. DNA if circles are ambiguous, e.g. two or more complete words are included inside a circle.</p>	[3]
3(b)(i)	<p><b>Ascobury Stores Limited only keeps electronic copies of letters sent.</b></p> <p><b>Explain <u>two</u> benefits to Ascobury Stores Limited of only keeping electronic copies of documents</b></p> <p>Benefits include:</p> <ul style="list-style-type: none"> <li>• Takes less space than paper copies</li> <li>• Easier to edit files to create new documents</li> <li>• Easier to create back-up copies</li> </ul> <p>Can be accessed by multiple users</p> <p>1 mark for each of two valid benefits to the business plus a further 1 mark for each of two developments/explanations.</p>	[4]

Question Number	Answer	Max Mark
3(b)(ii)	<p><b>Explain <u>one</u> drawback to Ascobury Stores Limited of only keeping electronic copies of documents.</b></p> <p>Drawbacks include:</p> <ul style="list-style-type: none"> <li>• Need to ensure security of electronic data</li> <li>• Need for back-up data</li> <li>• Consequences of data loss</li> </ul> <p>1 mark for a valid drawback to the <b>business</b> plus 1 mark for development/explanation.</p>	[2]
3(c)	<p><b>Ascobury Stores Limited has a policy that all letters are checked for errors before they are sent.</b></p> <p><b>Assess the usefulness of this policy to a business such as Ascobury Stores Limited.</b></p> <p>Possible benefits:</p> <ul style="list-style-type: none"> <li>• less chance of messages containing errors (spelling, grammar, facts etc.) being sent</li> <li>• improved corporate image</li> <li>• Managers/supervisors know about all items of correspondence</li> </ul> <p>Possible drawbacks:</p> <ul style="list-style-type: none"> <li>• time taken to read all communications</li> <li>• managers/supervisors have less time to do other things (or more staff needed)</li> <li>• may slow down the response time to incoming communications: worsening corporate image</li> </ul> <p>0 marks – no response or no response worthy of credit.  Level 1 (1-2 marks): Relevant points identified/described.  Level 2 (3-4 marks): Relevant points analysed, e.g. by explaining the benefits/drawbacks.  Level 3 (5-6 marks): Relevant points evaluated, e.g. by summarising the overall <b>business</b> impact.</p>	[6]

Question Number	Answer	Max Mark								
4	<p>Ascobury Stores Limited is required to comply with the following acts:</p> <ul style="list-style-type: none"><li>• Disability Discrimination Act</li><li>• Sale of Goods Act</li><li>• Employment Act</li><li>• Health and Safety at Work Act</li></ul>									
(a)	<p>For each of the following requirement, state which act is being applied. Write your answers in the table.</p> <table><tr><th>Requirement</th><th>Act</th></tr><tr><td>Products sold must be as described on their packaging</td><td></td></tr><tr><td>An accident book must be kept</td><td></td></tr><tr><td>Disabled employees must be provided with adapted work facilities</td><td></td></tr></table> <p>Answers (in correct order):</p> <ul style="list-style-type: none"><li>• Sale of Goods Act</li><li>• Health and Safety at Work Act</li><li>• Disability Discrimination Act</li></ul> <p>1 mark for each of three correctly identified Acts.</p>	Requirement	Act	Products sold must be as described on their packaging		An accident book must be kept		Disabled employees must be provided with adapted work facilities		[3]
Requirement	Act									
Products sold must be as described on their packaging										
An accident book must be kept										
Disabled employees must be provided with adapted work facilities										
4(b)	<p>An Ascobury Stores Limited manager wants to collect personal information from customers. This activity is covered by the Data Protection Act.</p> <p>Tick the two statements below which are correct requirements if the supermarket is to operate within the terms of the Data Protection Act.</p> <p>The two correct statements are:</p> <ul style="list-style-type: none"><li>• Each customer must agree to have data collected</li><li>• The data must be kept up to date</li></ul> <p>1 mark for each of two correct answers.</p>	[2]								
4(c)	<p>Ascobury Stores Limited would like to obtain information from a local council to help understand why it has refused permission for the business to build a new supermarket.</p> <p>Name the law which entitles Ascobury Stores Limited to ask for this information.</p> <p>Freedom of Information (Act)</p> <p>1 mark for the correct answer.</p>	[1]								





Question Number	Answer	Max Mark
(ii)	<p><b>Explain <u>one</u> benefit to <u>Ascobury Stores Limited</u> of this sponsorship deal.</b></p> <p>Possible benefits include:</p> <ul style="list-style-type: none"> <li>• Advertising</li> <li>• Improved standing in local community</li> </ul> <p>1 mark for a valid benefit to the <b>business</b> plus 1 mark for development/explanation.</p>	[2]
(iii)	<p><b>Explain <u>one</u> drawback to supermarket customers of this sponsorship deal.</b></p> <p>Possible drawbacks include:</p> <ul style="list-style-type: none"> <li>• Cost of sponsorship results in higher prices</li> <li>• Supermarket may not be able to afford other improvements e.g. to the store</li> </ul> <p>1 mark for a valid drawback to the <b>customers</b> plus 1 mark for development/explanation.</p>	[2]
5(b)	<p><b>Study the newspaper article below and answer the questions which follow.</b></p>	
(i)	<p><b>State <u>three</u> actions which Ascobury Stores Limited could take to reduce the amount of waste it creates.</b></p> <p>Possible actions include:</p> <ul style="list-style-type: none"> <li>• Use less packaging</li> <li>• Recycle more</li> <li>• Use recyclable bags</li> <li>• Stop issuing plastic bags to customers</li> </ul> <p>Reward other valid actions.</p> <p>1 mark for each of three valid actions.</p>	[3]
(ii)	<p><b>Assess the impact on a business such as Ascobury Stores Limited of taking action to reduce its impact on the environment.</b></p> <p>Possible impact includes:</p> <ul style="list-style-type: none"> <li>• Cost of recycling</li> <li>• Need to have recycling bins</li> <li>• Some customers may not like not being given plastic bags</li> <li>• Increased business costs</li> <li>• Positive impact on customers of the action</li> <li>• Impact on profits (either up or down, depending on the overall impact)</li> </ul> <p>0 marks – no response or no response worthy of credit.</p> <p>Level 1 (1-2 marks): Relevant points identified/described.</p> <p>Level 2 (3-4 marks): Relevant points analysed, e.g. by describing the impact.</p> <p>Level 3 (5-6 marks): Relevant points evaluated, e.g. by an assessment of the overall business impact.</p>	[6]

Question Number	Answer	Max Mark
<p><b>6</b></p> <p><b>(a)</b></p> <p><b>(i)</b></p> <p><b>(ii)</b></p> <p><b>6(b)</b></p>	<p><b>Ascobury Stores Limited works hard to have good relationships with its customers and be more competitive than other supermarket chains.</b></p> <p><b>Study the following data and answer the questions which follow.</b></p> <p><b>Is Ascobury Stores Limited becoming more or less competitive? Explain your answer.</b></p> <p>More competitive.</p> <p>Reasons include:</p> <ul style="list-style-type: none"> <li>• Market share is increasing</li> <li>• So sales are probably increasing</li> <li>• So the business is selling more than its competitors</li> </ul> <p>Reward other valid reasons.</p> <p>One mark for each of three valid reasons, but also award marks for developed points, e.g. for explaining what the data means or what it signifies.</p> <p><b>State <u>three</u> actions a business such as a supermarket can take to be more competitive than its rivals.</b></p> <p>Possible actions:</p> <ul style="list-style-type: none"> <li>• Lower prices</li> <li>• Better products</li> <li>• Greater range of products</li> <li>• More convenient location</li> <li>• More convenient opening times</li> </ul> <p>Reward other valid actions.</p> <p>One mark for each of three valid actions.</p> <p><b>Ascobury Stores Limited would like to find out about the quality of its customer service.</b></p> <p><b>State <u>three</u> methods which Ascobury Stores Limited can use to obtain this information.</b></p> <p>Possible methods:</p> <ul style="list-style-type: none"> <li>• Questionnaires</li> <li>• Interviews</li> <li>• Focus groups</li> <li>• Secret shopper surveys</li> <li>• Observe staff interacting with customers</li> </ul> <p>Reward other valid methods.</p> <p>One mark for each of three valid methods.</p>	<p><b>[3]</b></p> <p><b>[3]</b></p> <p><b>[3]</b></p>

Question Number	Answer	Max Mark
6(c)	<p>Analyse <u>two</u> benefits to Ascobury Stores Limited of having good customer relations.</p> <p>Possible benefits include:</p> <ul style="list-style-type: none"> <li>• More competitive than its rivals</li> <li>• More customers</li> <li>• Customers return to the store (repeat business)</li> <li>• Increased income/profits</li> </ul> <p>Reward other valid benefits to the business.</p> <p>1 mark for each of two valid benefits to the business plus up to four marks for analysis (could all be awarded for the explanation of a single point).</p>	[6]
Paper Total		[90]

**Assessment Objectives Grid (includes QWC\*)**

Question	AO1 marks	AO2 marks	AO3 marks	Total
1	5	4	6	15
2	5	8	2	15
3	1	7	7	15
4*	8	3	4	15
5	8	3	4	15
6	8	3	4	15
	35	28	27	90